

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit : 2163  
Examiner : Marilyn P. Nguyen  
Appellant : Michael Meiresonne  
Serial No. : 09/938,163  
Filed : August 23, 2001  
Confirmation No. : 1287  
For : SUPPLIER IDENTIFICATION AND LOCATOR SYSTEM  
AND METHOD

Dear Sir:

**APPEAL BRIEF (37 C.F.R. § 41.37)**

This brief is in furtherance of the Notice of Appeal, which was filed on January 30, 2009.

Any fees not paid by the Applicant at the time of filing this Brief, including the fees required under 37 C.F.R. § 41.20, and any required petition for extension of time for filing this brief and fees therefor, are to be charged to Deposit Account No. 16-2463.

This brief contains these items under the following headings and in the order set forth below (37 C.F.R. § 41.37(c)(1)):

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The Final page of this brief bears the attorney's signature.

**I. REAL PARTY IN INTEREST**

The real party in interest in this application is the Appellant, Michael Meiresonne.

**II. RELATED APPEALS AND INTERFERENCES**

Appellant is aware of no appeals or interferences that would directly affect, or be directly affected by, or have a bearing on, the Board's decision in the pending appeal.

**III. STATUS OF CLAIMS**

This is an appeal from a Final Rejection of claims 1-12, 14-20, and 22-54 of the above-identified application. Claims 1-12, 14-20, and 22-54 are currently pending in the present application and are rejected. No claims currently stand allowed. The rejection of claims 1-12, 14-20, and 22-54 is appealed. Claims 1-12, 14-20, and 22-54, the claims on appeal, as last amended and entered on June 27, 2008, are attached hereto in the Claims Appendix. Claims 1-3, 19, 22, 24, 36, 49, 51, and 53 are provisionally rejected based upon obviousness-type double patenting in view of co-pending Application No. 10/421,268. Applicant filed a Terminal Disclaimer on January 30, 2009.

**IV. STATUS OF AMENDMENTS**

Applicant believes that all amendments found in this application have been entered.

**V. SUMMARY OF CLAIMED SUBJECT MATTER**

**A. Independent Claim 1**

Independent claim 1 defines a method to identify a supplier of goods or services over the Internet comprising: accessing a home page having at least one link to a directory Web site for a class of goods or services having a directory Web site address wherein a portion of the directory Web site address describes the class of goods or services for the directory Web site; selecting a class of goods or services having a link to a selected directory Web site corresponding to the selected class of goods or services; activating the link to a selected directory Web site corresponding to the selected class of goods or services, wherein a portion of the directory Web site address of the selected directory Web site defines the selected class of goods or services; and receiving a display of the selected directory Web site, wherein the selected directory Web site contains at least one supplier link to a corresponding supplier's Web site wherein the corresponding supplier offers the goods or services of the selected class of goods or services and a rollover window that conveys information about a supplier

corresponding to the supplier link.

Applicant believes the method to identify a supplier of goods or services over the Internet appears on at least page 3, lines 2-3; page 3, line 29; page 4 line 22; and in the originally filed claims.

Applicant believes the step of accessing a home page having at least one link to a directory Web site for a class of goods or services having a directory Web site address appears on at least page 3, lines 3-10; and in the originally filed claims.

Applicant believes the step of wherein a portion of the directory Web site address describes the class of goods or services for the directory Web site appears on at least page 3, lines 4-5; page 6, lines 5-15 in the originally filed claims; and in Figures 1-3.

Applicant believes the step of selecting a class of goods or services having a link to a selected directory Web site corresponding to the selected class of goods or services appears on at least page 3, lines 9-11; page 3, lines 19-25; in the originally filed claims; and in the Abstract.

Applicant believes the step of activating the link to a selected directory Web site corresponding to the selected class of goods or services, wherein a portion of the directory Web site address of the selected directory Web site defines the selected class of goods or services appears at least on page 3, lines 9-11; in the originally filed claims; in the Figures; and in the Abstract.

Applicant believes the step of receiving a display of the selected directory Web site appears on at least page 3, lines 22-25; page 8, line 18; and in Figures 1-3.

Applicant believes the step of wherein the selected directory Web site contains at least one supplier link to a corresponding supplier's Web site appears on at least page 3, lines 5-8; in the originally filed claim 1; and in the Abstract.

Applicant believes the step of wherein the corresponding supplier offers the goods or services of the selected class of goods or services appears on at least page 7, lines 18-20 and in

Figures 1-3.

Applicant believes the step of a rollover window that conveys information about a supplier corresponding to the supplier link appears on at least page 3, lines 5-8; in the originally filed claims and in the Abstract.

**B. Independent Claim 11**

Independent claim 11 defines a method to identify suppliers of goods or services over the Internet comprising the following steps: a user accessing an index page by utilizing a computer connected to the Internet to display an index page to the user in an initial Internet browser window; wherein the index page is stored on a storage medium accessible from the Internet and comprises: a link corresponding to a directory Web site, wherein the directory Web site comprises: a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services; a supplier link to a least one supplier Web site for a supplier who offers the goods or services of the class of goods or services of the directory Web site; and a rollover window; the user selecting from the index page, a user determined directory Web site and the corresponding link to the directory Web site based upon the class of goods or services; the user activating the link corresponding to the user determined directory Web site thereby causing the directory Web site to be displayed to the user in a directory Web site Internet browser window; the user pre-selecting a supplier link to a supplier Web site for a supplier who offers the goods or services of the class of goods or services of the directory Web site and thereby displaying information in the rollover window about the pre-selected supplier; and the user activating the supplier link thereby launching a supplier internet browser window and displaying the supplier's Web site or supplier information in the supplier internet browser window and wherein the directory Web site remains displayed in a separate window and wherein the supplier offers goods or services of the class of goods or services.

Applicant believes the most pertinent description in the application pertaining to a method to identify suppliers of goods or services over the Internet appears on at least page 3,

lines 2-3; page 3, line 29; page 4 line 22; and in the originally filed claims.

Applicant believes the step of a user accessing an index page by utilizing a computer connected to the Internet to display an index page to the user in an initial Internet browser window appears on at least page 3, lines 13-14; in the originally filed claims; and in Figures 1-3.

Applicant believes the step of wherein the index page is stored on a storage medium accessible from the Internet appear on at least page 2, lines 24-32; and page 5, lines 26-30.

Applicant believes the step of a link corresponding to a directory Web site appears on at least page 3, lines 1-24; page 6, lines 3-6; in the originally filed claims; and in Figure 2.

Applicant believes the step of wherein the directory Web site comprises a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services appears on at least page 6 lines, 5-12; in the originally filed claims; in the Abstract; and in Figure 2.

Applicant believes the step of a supplier link to at least one supplier Web site for a supplier who offers the goods or services of the class of goods or services of the directory Web site appears on at least page 3, lines 18-27; in the originally filed claims; and in Figures 2-3.

Applicant believes a rollover window is described at least on page 6, lines 22-25; in the originally filed claims; and in Figure 2.

Applicant believes the step of the user selecting from the index page, a user determined directory Web site and the corresponding link to the directory Web site based upon the class of goods or services appears at least on page 5, lines 13-26; in the originally filed claims; and in Figures 1-2.

Applicant believes the step of the user activating the link corresponding to the user determined directory Web site thereby causing the directory Web site to be displayed to the user in a directory Web site Internet browser window appears at least on page 3, lines 19-27; in the originally filed claims; and in Figures 1-2.

Applicant believes the step of the user pre-selecting a supplier link to a supplier Web site for a supplier who offers the goods or services of the class of goods or services of the directory Web site and thereby displaying information in the rollover window about the pre-selected supplier appears on at least pages 4, lines 16-18; page 6, line 20 through page 7, line 1; in the originally filed claims; and in Figures 2-3.

Applicant believes the step of the user activating the supplier link thereby launching a supplier internet browser window and displaying the supplier's Web site or supplier information in the supplier internet browser window appears on at least page 3 at lines 23-26; page 4, lines 18-20; and in Figure 3.

Applicant believes the step of wherein the directory Web site remains displayed in a separate window appears on at least page 5, lines 9-10 and in Figure 3.

Applicant believes the step of wherein the supplier offers goods or services of the class of goods or services appears on at least page 7, lines 16-25 and in the Figures.

### **C. Independent Claim 19**

Independent claim 19 defines a supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet using an Internet browser by at least partially utilizing a conventional search engine employing a search algorithm, the supplier identification and locator system comprising: at least one directory Web site stored on a server accessible from the Internet, wherein the directory Web site comprises: a directory Web site address, wherein a portion of the directory Web site address defines a class of goods or services, and at least one supplier link to a corresponding supplier's Web site, wherein each supplier link accesses the corresponding supplier's Web site when activated and wherein the supplier offers the goods or services of the defined class of goods or services; a rollover window wherein the rollover window displays information about each supplier corresponding to the supplier identified by the supplier link when the user pre-selects the supplier link or a description of the supplier, wherein the information displayed in the rollover window includes

a description of at least one of the supplier's goods or services of the defined class of goods or services; a descriptive title portion at least partially corresponding to the description of the defined class of goods or services described by the directory Web site address; a description of information regarding each supplier corresponding to each supplier link wherein each description of information is located proximate each supplier link corresponding to each description of information; and at least one at least partially descriptive metatag; and wherein the Internet browser, the conventional search engine, and the directory Web site are configured to allow a user to: access the conventional search engine Web site using an initial Internet browser window; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; initiate the search for a supplier of the user determined good or service; view ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; activate a ranked result link corresponding to the directory Web site corresponding to the user inputted search strategy; pre-select the supplier link for a supplier of goods or services thereby causing the rollover window to display information corresponding to the pre-selected supplier link; and activate the supplier link for a supplier who offers the goods or services of the class of goods or services at least partially described by the directory Web site address thereby launching a subsequent Internet browser window and displaying the supplier Web site corresponding to the activated supplier link.

Applicant believes a supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet using an Internet browser by at least partially utilizing a conventional search engine employing a search algorithm appears on at least page 3, lines 28-31 and in originally filed claim 19.

Applicant believes the supplier identification and locator system comprising at least one directory Web site stored on a server accessible from the Internet appears on at least page 1, line 28 through page 2, line 4; page 2, lines 24-33; and page 5, lines 27-29.



Applicant believes a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services is described at least on page 6 lines 5-12; in the originally filed claims; in the Abstract; and in Figure 2.

Applicant believes at least one supplier link to a corresponding supplier's Web site is described at least on page 4, lines 25-26; and page 6, lines 18-19.

Applicant believes wherein each supplier link accesses the corresponding supplier's Web site when activated is described at least on page 4, lines 1-20 and in the Figures.

Applicant believes wherein the supplier offers the goods or services of the defined class of goods or services is described at least on page 6, lines 11-14; page 8, lines 8-29; and in the Figures.

Applicant believes a rollover window wherein the rollover window displays information about each supplier corresponding to the supplier identified by the supplier link when the user pre-selects the supplier link or a description of the supplier is described at least on page 4, lines 17-19; page 6, lines 21-31; in the Figures; and in originally filed claim 19.

Applicant believes wherein the information displayed in the rollover window includes a description of at least one of the supplier's goods or services of the defined class of goods or services is described at least on page 4, lines 16-18 and in the Figures.

Applicant believes a descriptive title portion at least partially corresponding to the description of the defined class of goods or services described by the directory Web site address appears at least on page 4, lines 6-7; page 6, lines 9-11; and in the Figures.

Applicant believes a description of information regarding each supplier corresponding to each supplier link appears at least on page 6, lines 11-14 and in the Figures.

Applicant believes wherein each description of information is located proximate each supplier link corresponding to each description of information appears at least in originally filed claim 19 and in the Figures.

Applicant believes at least one partially descriptive metatag appears on at least page 4,

line 9; and page 7, lines 26-28.

Applicant believes the element of wherein the Internet browser, the conventional search engine, and the directory Web site are configured to allow a user to access the conventional search engine Web site using an initial Internet browser window; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; initiate the search for a supplier of the user determined good or service; view ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; activate a ranked result link corresponding to the directory Web site corresponding to the user inputted search engine; pre-select the supplier link for a supplier of goods or services thereby causing the rollover window to display information corresponding to the pre-selected supplier link; activate the supplier link for supplier who offers the goods or services of the class of goods or services at least partially described by the directory Web site address thereby launching a subsequent Internet browser window; and displaying the supplier Web site corresponding to the activated supplier link appears at least on page 3, line 28 through page 4, line 20; and in the Figures.

**D. Independent claim 22**

Independent claim 22 defines a supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising: at least one directory Web site stored on a server accessible from the Internet, wherein each directory Web site comprises: a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services; a corresponding supplier link to each of at least one supplier Web site, wherein the supplier link accesses the corresponding supplier's Web site and the supplier offers the goods or services of the defined class of goods or services; a supplier descriptive portion located adjacent to the corresponding supplier link, wherein the supplier descriptive portion is at least partially descriptive of the defined class of goods or services; a descriptive title portion at least partially corresponding and describing the defined

class of goods or services described by the directory Web site address; and a rollover window, wherein the rollover window displays information about the supplier corresponding to the supplier identified by the supplier link that offers goods or services of the defined class of goods or services.

Applicant believes the application discloses a supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet appears at least on page 4, lines 21-22.

Applicant believes of at least one directory Web site stored on a server accessible from the Internet appears at least on page 1, line 28 through page 2, line 4; page 2, lines 24-33; and page 5, line 27 through page 6, line 5.

Applicant believes wherein each directory Web site comprises a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services appears at least on page 6, lines 9-10 and in the Figures.

Applicant believes a corresponding supplier link to each of at least one supplier Web site appears on at least page 4, line 25-26.

Applicant believes the step of wherein the supplier link accesses the corresponding supplier's Web site and the supplier offers the goods or services of the defined class of goods or services appears on at least page 4, lines 1-19; page 6, lines 11-14; and in the Figures.

Applicant believes a supplier descriptive portion located adjacent to the corresponding supplier link appears on at least page 4, lines 26-27; and in Figures 1-3.

Applicant believes wherein the supplier descriptive portion is at least partially descriptive of the defined class of goods or services appears on at least in the Figures, on page 6, lines 11-14, and in originally filed claim 22.

Applicant believes a descriptive title portion at least partially corresponding and describing the defined class of goods or services described by the directory Web site address appears in the Figures; page 6, lines 9-11; and in the originally filed claims.

Applicant believes a rollover window wherein the rollover window displays information about the supplier corresponding to the supplier identified by the supplier link that offers goods or services of the defined class of goods or services appears at least on page 4, lines 16-20; page 6, lines 21-31; in originally filed claim 19; and in the Figures.

**E. Independent claim 24**

Independent claim 24 defines a supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising at least one directory Web site stored on the server accessible from the Internet, wherein the directory Web site comprises a directory Web site address, wherein a portion of the directory Web site defines a class of goods or services; a plurality of supplier links where activation of a supplier link accesses that supplier's Web site, wherein the supplier offers goods or services of the defined class of goods or services; a supplier descriptive portion located adjacent to the corresponding supplier link; a descriptive title portion positioned at the top of the directory Web site and at least partially corresponding to the defined class of goods or services; and a first rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links, and wherein the information displayed by the first rollover window includes a written description of at least one of the supplier's goods or services that relate to the defined class of goods or services.

Applicant believes the supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising at least one directory Web site stored on the server accessible from the Internet appears at least on page 1, line 28 through page 2, line 4; page 2, lines 24-33; page 5, line 27 through page 6, line 4; and page 4, lines 21-22.

Applicant believes the step of wherein the directory Web site comprises a directory Web site address wherein a portion of the directory Web site defines a class of goods or services appears at least on page 6, lines 9-10 and in the Figures.

Applicant believes a plurality of supplier links where activation of a supplier link accesses that supplier's Web site wherein the supplier offers goods or services of the defined class of goods or services appears at least on page 6, lines 11-14; page 8, lines 8-29; and the Figures.

Applicant believes a supplier descriptive portion located adjacent to the corresponding supplier link appears on at least page 4, lines 26-27; and in Figures 1-3.

Applicant believes a descriptive title portion positioned at the top of the directory Web site and at least partially corresponding to the defined class of goods or services appears at least in the Figures and at page 6, lines 9-11.

Applicant believes a first rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links wherein the information displayed by the first rollover window includes a written description of at least one of the supplier's goods or services that relate to the defined class of goods or services appears at least in the Figures and on page 6, lines 20-25.

**F. Independent claim 36**

Independent claim 36 defines a supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising at least one directory Web site stored on a server accessible from the Internet, wherein the directory Web site comprises a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services; a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding a supplier corresponding to that supplier link who offers the goods or services of the defined class of goods or services; a supplier descriptive portion located adjacent to the corresponding supplier link; a descriptive title portion at least partially describing the defined class of goods or services; and a first rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links, and wherein the information displayed includes

a written description of at least one of the supplier's goods or services of the defined class of goods or services.

Applicant believes the supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising at least one directory Web site stored on a server accessible from the Internet appears at least on page 1, line 28 through page 2, line 1; page 2, lines 24-33; page 5, line 27 through page 6, line 5; and page 4, lines 21-22.

Applicant believes wherein the directory Web site comprises a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services appears at least on page 6, lines 9-10 and in the Figures.

Applicant believes a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding a supplier corresponding to that supplier link who offers the goods or services of the defined class of goods or services appears on page 4, lines 1-19; page 6, lines 11-14; page 8, lines 6-26; and in the Figures.

Applicant believes a supplier descriptive portion located adjacent to the corresponding supplier link appears at least on page 4, lines 26-27 and in Figures 1-3.

Applicant believes a descriptive title portion at least partially describing the defined class of goods or services appears at least in the Figures and at page 6, lines 9-11.

Applicant believes the step of a first rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links information displayed includes a written description of at least one of the supplier's goods or services of the defined class of goods or services appears at least in the Figures and at page 6, lines 20-31.

**G. Independent claim 49**

Independent claim 49 defines a supplier identification and locator system whereby a user can identify a supplier of goods or services comprising: a plurality of directory Web sites

stored on a server accessible from the Internet wherein the directory web sites comprise: a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services; a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier corresponding to the supplier link who offers the goods or services of the defined class of goods or services; a plurality of supplier descriptive portions adjacent to the link that accesses the Web site having information regarding that supplier; a descriptive title portion describing the defined class of goods or services described by the directory web site address; a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links, wherein the information displayed includes a written description of at least one of a supplier's goods or services.

Applicant believes a supplier identification and locator system whereby a user can identify a supplier of goods or services comprising a plurality of directory Web sites stored on a server accessible from the Internet appears at least on page 1, line 28 through page 2, line 4; page 2, lines 24-33; page 5, line 27 through page 6, line 5; and page 4, lines 21-22.

Applicant believes wherein the directory web sites comprise a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services appears at least on page 6, lines 5-10 and in the Figures.

Applicant believes a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier corresponding to the supplier link who offers the goods or services of the defined class of goods or services appears at least on page 4, lines 1-19; page 6, lines 11-14; page 8, lines 6-26; and in the Figures.

Applicant believes a plurality of supplier descriptive portions adjacent to the link that accesses the Web site having information regarding that supplier appears at least in the Figures and pages 6, lines 11-14.

Applicant believes a descriptive title portion describing the defined class of goods or

services described by the directory web site address appears at least in the Figures and at page 6, lines 9-11.

Applicant believes a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links wherein the information displayed includes a written description of at least one of a supplier's goods or services appears at least in the Figures and at page 6, lines 20-25.

#### **H. Independent claim 51**

Independent claim 51 defines a method to identify a supplier of goods or services comprising: providing a plurality of directory Web sites wherein the directory Web sites comprise: a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services; a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier who offers the goods or services of the defined class of goods or services; a supplier descriptive portion adjacent to the link that accesses the Web site having information regarding that supplier and wherein the supplier descriptive portion describes the supplier who offers goods or services of the defined class of goods or services; a descriptive title portion at least partially corresponding to the defined class of goods or services; and a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links, wherein the information displayed includes a written description of at least one of a supplier's goods or services; accessing a conventional search engine; inputting a search strategy into the conventional search engine to search for a supplier of a user determined class of goods or services; viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and activating a ranked result link corresponding to one of the plurality of directory web sites having a directory Web site address wherein a portion of the Web site address describes the goods or services corresponding to the user inputted search strategy whereby the user accesses the directory web site corresponding to



the user determined class of goods or services and receives a display of the directory Web site accessed by the user, wherein the directory Web site corresponding to the user determined class of goods or services contains at least one supplier link to a corresponding supplier's Web site, wherein section and activation of the supplier link by a user accesses and displays the supplier's Web site wherein the supplier offers the goods or services of the user determined class of goods or services.

Applicant believes a method to identify a supplier of goods or services comprising providing a plurality of directory Web sites wherein the directory Web sites comprise a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services appears at least on page 5, lines 12-26; page 6, lines 9-10; and in the Figures.

Applicant believes a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier who offers the goods or services of the defined class of goods or services appears at least on page 4, lines 1-20; page 6, lines 11-14; page 8, lines 6-26; and in the Figures.

Applicant believes the step of a supplier descriptive portion adjacent to the link that accesses the Web site having information regarding that supplier wherein the supplier descriptive portion describes the supplier who offers goods or services of the defined class of goods or services appears at least on page 4, lines 26-27 and in Figures 1-3.

Applicant believes a descriptive title portion at least partially corresponding to the defined class of goods or services appears at least in the Figures and at page 6, lines 9-11.

Applicant believes a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links; wherein the information displayed includes a written description of at least one of a supplier's goods or services appears at least on page 6, lines 20-25 and in the Figures.

Applicant believes the step of accessing a conventional search engine; inputting a search

strategy into the conventional search engine to search for a supplier of a user determined class of goods or services; viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; activating a ranked result link corresponding to one of the plurality of directory web sites having a directory Web site address wherein a portion of the Web site address describes the goods or services corresponding to the user inputted search strategy whereby the user accesses the directory web site corresponding to the user determined class of goods or services and receives a display of the directory Web site accessed by the user appears at least on page 4, lines 9-20.

Applicant believes the directory Web site corresponding to the user determined class of goods or services contains at least one supplier link to a corresponding supplier's Web site; wherein selection and activation of the supplier link by a user accesses and displays the supplier's Web site; wherein the supplier offers the goods or services of the user determined class of goods or services appears at least on page 6, lines 18-20; page 8, lines 8-29; and in the Figures.

#### **I. Independent claim 53**

Independent claim 53 defines a method to identify a supplier of goods or services comprising: providing a plurality of directory Web sites stored on a server accessible from the Internet, wherein the directory web sites comprise: a directory web site address that is at least partially descriptive of a class of goods or services; a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier who offers the goods or services of the class of goods or services at least partially described by the directory Web site address; a supplier descriptive portion adjacent to the link that accesses the Web site having information regarding the supplier who offers goods or services of the class of goods or services at least partially described by the directory Web site address, wherein the information comprises information chosen from the group consisting of: the supplier's address, the supplier's phone number, a written description about the supplier, and a written description

of the supplier's product(s); a descriptive title portion positioned at the top of the directory Web site and at least partially corresponding to the description of the class of goods or services described by the directory web site address; and a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links, wherein the information displayed includes a written description of at least one of a supplier's goods or services of the class of goods or services at least partially described by the directory Web site address; accessing a conventional search engine web site; inputting a search strategy into the conventional search engine to search for a supplier of a user determined good or service; viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and activating a result link corresponding to the directory web site having a directory Web site address that at least partially describes the user determined good or service thereby allowing the user to access the directory web site corresponding to the user inputted search strategy for the user determined good or service.

Applicant believes a method to identify a supplier of goods or services comprising providing a plurality of directory Web sites stored on a server accessible from the Internet appears at least on page 1, line 28 through page 2, line 4; page 2, lines 24-33; page 5, line 27 through page 6, line 5; and page 4 lines 21-22.

Applicant believes wherein the directory web sites comprise a directory web site address that is at least partially descriptive of a class of goods or services appears at least on page 6, lines 9-10 and in the Figures.

Applicant believes the step of a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier who offers the goods or services of the class of goods or services at least partially described by the directory Web site address appears at least on page 4, lines 1-19; page 4, lines 25-26; page 6, lines 5-24; page 8, lines 8-29; and in the Figures.

Applicant believes the step of a supplier descriptive portion adjacent to the link that accesses the Web site having information regarding the supplier who offers goods or services of the class of goods or services at least partially described by the directory Web site address; wherein the information comprises information chosen from the group consisting of: the supplier's address, the supplier's phone number, a written description about the supplier, and a written description of the supplier's product(s) appears at least on page 6, lines 11-14; and in the Figures.

Applicant believes the step of a descriptive title portion positioned at the top of the directory Web site and at least partially corresponding to the description of the class of goods or services described by the directory web site address appears on page 6, lines 9-11 and in the Figures.

Applicant believes the step of a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links; wherein the information displayed includes a written description of at least one of a supplier's goods or services of the class of goods or services at least partially described by the directory Web site address appears on at least page 6, lines 20-25 and in the Figures.

Applicant believes the steps of accessing a conventional search engine web site; inputting a search strategy into the conventional search engine to search for a supplier of a user determined good or service; viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; activating a result link corresponding to the directory web site having a directory Web site address that at least partially describes the user determined good or service thereby allowing the user to access the directory web site corresponding to the user inputted search strategy for the user determined good or service appears at least on page 4, lines 9-20.

**VI. GROUND OF REJECTION TO BE REVIEWED ON APPEAL**

Claims 1-6, 8-17, 22-34, 36-46, and 48-54 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,662,192 to Rebane in view of U.S. Patent Application Publication No. 2002/0194151 to Fenton.

Claims 7, 18-21, 35, and 47 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Rebane in view of Fenton and further in view of U.S. Patent Application Publication No. 2002/0194601 to Perkes.

**VII. ARGUMENTS**

**A. Rejection of Claims 1-12, 14-20, and 22-54 Under 35 U.S.C. § 103(a)**

Of the currently pending claims, claims 1, 11, 19, 22, 24, 36, 49, 51, and 53 are independent claims. Claims 2-10 depend from claim 1, claims 12-18 depend from claim 11, claims 20-21 depend from claim 19, claim 23 depends from claim 22, claims 25-35 depend from claim 24, claims 37-48 depend from claim 36, claim 50 depends from claim 49, claim 52 depends from claim 51, and claim 54 depends from claim 53.

Claims 1-6, 8-17, 22-34, 36-46, and 48-54 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,662,192 to Rebane ("Rebane") in view of U.S. Patent Application Publication No. 2002/0194151 to Fenton ("Fenton"). Claims 7, 18-21, 35, and 47 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Rebane in view of Fenton and further in view of U.S. Patent Application Publication No. 2002/0194601 to Perkes ("Perkes").

All of the pending claims currently stand rejected over the combination of Rebane in view of Fenton. As further discussed below and contrary to the Examiner's opinion in the Final Office Action mailed October 1, 2008, Appellant respectfully submits that claims 1-12, 14-20 and 22-54 would not have been obvious to one of ordinary skill in the art.

In proceedings before the Patent and Trademark Office, the Examiner bears the burden

of establishing a *prima facie* case of obviousness based upon the prior art. MPEP 2142; *In re Fritch*, 23 USPQ2d 1780, 1783 (Fed. Cir. 1992). Appellant respectfully asserts that the Examiner has also not yet met his burden of establishing a *prima facie* case of obviousness with respect to the rejected claims.

In rejecting claims under 35 U.S.C. §103, it is incumbent upon the Examiner to establish a factual basis to support the legal conclusion of obviousness. See *In re Fine*, 837 F.2d 1071, 1073, 5 USPQ2d 1596, 1598 (Fed. Cir. 1988). In so doing, the Examiner must make the factual determinations set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 17, 148 USPQ 459, 467 (1966), viz., (1) the scope and content of the prior art; (2) the differences between the prior art and the claims at issue; and (3) the level of ordinary skill in the art. “[T]he examiner bears the initial burden, on review of the prior art or on any other group, of presenting a *prima facie* case of unpatentability.” *In re Oetiker*, 977 F.2d 1443, 1445, 24 USPQ2d 1443, 1444 (Fed. Cir. 1992). Furthermore, “[r]ejections on obviousness grounds cannot be sustained by mere conclusory statements; instead there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness.” *KSR Int’l Co. v. Teleflex Inc.*, 127 S. Ct. 1727, 1741, 82 USPQ2d 1385, 1396 (2007) (quoting *In re Kahn*, 441 F.3d 977, 988, 78 USPQ2d 1329, 1336 (Fed. Cir. 2006)). Also, “a patent composed of several elements is not proved obvious merely by demonstrating that each of its elements was, independently, known in the prior art.” *KSR* at 1741. Obviousness is then determined on the basis of the evidence as a whole and the relative persuasiveness of the arguments. See *Oetiker*, 977 F.2d at 1445, 24 USPQ2d at 1444; *Piasecki*, 745 F.2d at 1472, 223 USPQ at 788.

In rejecting claims 1-6, 8-17, 22-34, 36-46 and 48-54 over Rebane in view of Fenton, the Examiner first addresses claims 1 and 11. Regarding these claims, the Examiner admits that the references do not disclose an actual Web site in Figure 18 of the ‘192 patent. In doing so, the Examiner also admits that the Figure and therefore the reference itself does not show a

directory Web site address at all. To supplement this teaching, the Examiner relies on the current BizRate.com Web site address, which obviously is not prior art. As Appellant understands this rejection, Appellant believes the Examiner feels this is justified based on a theory of inherency. According to the Examiner, the directory Web site address would inherently have contained a description of the class of goods or services based upon this current Web site address. This is simply not so.

“To establish inherency, the extrinsic evidence 'must make clear that the missing descriptive matter is necessarily present in the thing described in the reference, and that it would be so recognized by persons of ordinary skill. Inherency, however, may not be established by probabilities or possibilities. The mere fact that a certain thing may result from a given set of circumstances is not sufficient.'" MPEP 2112(IV), citing *In re Robertson*, 169 F.3d 743, 49 USPQ2d 1949, 1950-51 (Fed. Cir. 1999) (quoting *Continental Can Co. v. Monsanto Co.*, 948 F.2d 1264, 20 USPQ2d 1746, 1749 (Fed. Cir. 1991))(emphasis added). The uniform resource locator (URL) for a specific Web site or file on the internet can be made of any characters except spaces and a few specific characters. The first part of the URL indicates what kind of sourcing it is addressing. One such type of sourcing is http, but other sourcings are available. The second part of the URL (after the “://” contains the address of the computer being located as well as the path to the file. As shown in the attached Exhibit 1, an example of a URL of “http://www.cnet.com/Content/Reports/index.html,” ‘www.cnet.com’ is the address or domain name of the host computer and ‘/Content/Reports/index.html’ is the path to the file.” The file path could be any character string so long as it does not include a space and one of the certain characters not permitted. Accordingly, it is simply not true that Rebane inherently teaches a directory Web site address wherein a portion of the directory Web site address describes the class of goods or services for the directory Web site. The file name portion could be any string and in order for something to be inherently present it must necessarily be present. This is not such a case.

The same logic holds true for the Examiner's rejection of claim 11 on the basis of the current BizRate.com Web site with respect to a separate browser window. It is simply not true that, based on a current, non-prior art, publication that a previous version of a supposedly comparative Web site would have necessarily functioned in the way it currently does. Activating a link in the depicted page in the Rebane reference would not have necessarily opened a new browser window. As Applicant understands the rejections of the independent claims, the Examiner has rejected each independent claim based upon the same arguments described above. Accordingly, Applicant submits that for the same reasons noted above the other independent claims would likewise not have been obvious to one of ordinary skill.

**B. Claims 2 and 3**

Regarding the Examiner's rejection of dependent claims 2 and 3, the Examiner admits that Rebane/Fenton do not teach the directory Web site address including a domain name portion where the domain name portion of the selected directory Web site defines the selected class of goods or services. Nevertheless, the Examiner states that the difference is found in non-functional descriptive material that "do not alter how the website creating function (i.e., one having ordinary skill in the art would recognized [sic] that one can choose a domain name as desired and this [sic] nothing to do with how the website is managed). Thus, the descriptive material will not distinguish the claimed invention from the prior art in terms of patentability." The Examiner then states:

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to choose a domain name that providing [sic] the most beneficial information to the users because choosing the domain name as desired does not alter how the web page is managed and does not patentably distinguish the claimed invention in term [sic] of functionality.

However, choosing the domain name does alter how the Web site is managed and its functionality. As discussed above, the www.cnet.com (domain name) directs to the particular host computer that hosts the Web site. One must register the separate domain names. These



domain names must be renewed and managed by the holder of the domains. It is typical for a developer to develop a singular cite, such as www.cnet.com with many files underneath that domain. The hypothetical bizrate.com/pdas page is a subfile of bizrate.com while pdas.com is a separate domain. If one wanted to review businesses related to TV's, this would require reserving and constructing a different domain, tvs.com in this example. This obviously would at least add the cost of the domain name registration and listing fees.

Accordingly, for at least the foregoing reasons, Appellant respectfully requests that the Examiner has failed to carry the prima facie burden and therefore request that the obviousness rejections be reversed.

**C. Claims 4, 6, and 9**

Appellants respectfully submit that claims 4, 6, and 9 are allowable for an additional reason. Specifically, the Examiner has not shown that the references teach or disclose a rollover window, as claimed in claims 4, 6, and 9. Appellant respectfully submits that Fenton does not disclose a rollover window that does not obscure other content or the Web page. Instead, as shown in Fig. 8 of the '151 application, the "rollover display box 838," which Appellant believes is a pop up box, obscures content on the page. It is clearly shown as covering a portion of the "Content Name" and the publish date and info of at least two entries. According to the Examiner the floating window disappears when the mouse moves away. This essentially admits that the rollover window, when present, obscures information. When the mouse moves away there is no rollover window. Access to that information is no longer available. In Appellant's claimed invention, in at least claims 4, 6, and 9, the rollover window does not obscure any information ensuring that the user does not lose access to any information on the Web site. The information in the window and on the rest of the page remains viewable.

**D. Claim 10**

With respect to claim 10, the same arguments regarding dependent claim 4, 6, and 9 discussed above, namely the references cited do not disclose a rollover window that does not

obscure other content, is also applicable. Additionally, Appellant respectfully submits that the cited references do not disclose where the information about at least two different suppliers is displayed in the same rollover window as claimed. Rather, Appellant submits that, at best, the reference teaches one of ordinary skill to construct a pop-up box that displays the same information. Accordingly, for at least this additional reason, the subject matter of claim 10 would not have been obvious over the references currently applied against claim 10.

Accordingly, Appellant respectfully submits that claims 4, 6, 9 and 10 are allowable for at least the aforementioned additional reasons.

**E. Claim 8**

Regarding claim 8, the Examiner argues that Figure 20 discloses activating the supplier link thereby launching a separate browser window. This is not necessarily true. Figure 20 according to the '192 patent discloses the web page of a merchant named "eCost.com." However, Applicant has found nothing in the '192 patent to suggest that this web page is presented in a separate browser window. It may be displayed in the original window, which is contrary to the claimed invention.

**F. Claim 14**

Regarding claim 14, the Examiner appears to argue that Top BizRater PDA of Figure 18 is the descriptive title portion in the header of the directory web site. Applicant respectfully submits that Top BizRater PDA is located on the center right of the depicted page in Figure 18 and does not serve as a title portion in the header. Naturally, the title portion would appear at the top of the page. As such, Applicant respectfully submits that the rejection of dependent claim 14 is similarly improper.

**G. Conclusion**

For the reasons set forth above, when properly considering the cited references, and as is apparent from examining the invention defined by claims 1-12, 14-20, and 22-54, these define patentable subject matter. Accordingly, reversal of the rejections of these claims

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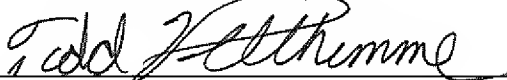
under 35 U.S.C. § 103(a) is appropriate and respectfully solicited.

Respectfully submitted,

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By: PRICE, HENEVELD, COOPER,  
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April 30, 2009  
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## VIII. CLAIMS APPENDIX (37 C.F.R. §41.27(c)(1)(viii))

1. A method to identify a supplier of goods or services over the Internet comprising:  
accessing a home page having at least one link to a directory Web site for a class of  
goods or services having a directory Web site address wherein a portion of the  
directory Web site address describes the class of goods or services for the  
directory Web site;  
selecting a class of goods or services having a link to a selected directory Web site  
corresponding to the selected class of goods or services;  
activating the link to a selected directory Web site corresponding to the selected class of  
goods or services, wherein a portion of the directory Web site address of the  
selected directory Web site defines the selected class of goods or services; and  
receiving a display of the selected directory Web site, wherein the selected directory  
Web site contains at least one supplier link to a corresponding supplier's Web  
site wherein the corresponding supplier offers the goods or services of the  
selected class of goods or services and a rollover window that conveys  
information about a supplier corresponding to the supplier link.
2. The method of claim 1, wherein the selected directory Web site further comprises a  
first paragraph of text comprising a description of the selected class of goods or services and  
the directory Web site address includes a domain name portion wherein the domain name  
portion of the selected directory Web site defines the selected class of goods or services.
3. The method of claim 2, wherein the selected directory Web site further comprises a  
descriptive title portion at least partially corresponding to the description of the selected class  
of goods or services described by the selected directory Web site address.
4. The method of claim 1 wherein the rollover window does not obscure other content on  
the directory Web site and further comprising the step of pre-selecting a supplier link thereby  
causing the rollover window to display information corresponding to the pre-selected supplier  
link.

5. The method of claim 3, wherein the selected directory Web site further comprises a supplier descriptive portion corresponding to the supplier located adjacent the corresponding supplier link; wherein the selected directory Web site further comprises a link to the home page, and wherein the supplier descriptive portion describes the supplier who offers goods or services of the selected class of goods or services.

6. The method of claim 4, wherein the step of pre-selecting a supplier link by the user further comprises placing a user's cursor over or proximate to the pre-selected supplier link on the directory Web site thereby causing the rollover window to display information corresponding to a user selected supplier link.

7. The method of claim 6, wherein the selected directory Web site comprises at least one at least partially descriptive metatag.

8. The method of claim 1, further comprising the steps of activating the supplier link for a supplier of a class of goods or services thereby launching a separate internet browser window; and

displaying the supplier Web site corresponding to the activated supplier link in the separate internet browser window.

9. The method of claim 1, wherein the rollover window does not obscure other content on the directory Web site conveys information and the information is chosen from the group consisting of information audibly conveyed to the user and information visually conveyed to the user.

10. The method of claim 1, wherein the rollover window does not obscure other content on the directory Web site utilizes a script; the rollover window is positioned proximate the at least one supplier link; the rollover window displays information about a first pre-selected supplier

when a user pre-selects a first supplier link; and the rollover window displays information about a second pre-selected supplier when a user pre-selects a second supplier link.

11. A method to identify suppliers of goods or services over the Internet comprising the following steps:

- a user accessing an index page by utilizing a computer connected to the Internet to display an index page to the user in an initial Internet browser window; wherein the index page is stored on a storage medium accessible from the Internet and comprises:

- a link corresponding to a directory Web site, wherein the directory Web site comprises:

- a directory Web site address wherein a portion of the directory

- Web site address defines a class of goods or services;

- a supplier link to a least one supplier Web site for a supplier who offers the goods or services of the class of goods or services of the directory Web site; and

- a rollover window;

- the user selecting from the index page, a user determined directory Web site and the corresponding link to the directory Web site based upon the class of goods or services;

- the user activating the link corresponding to the user determined directory Web site thereby causing the directory Web site to be displayed to the user in a directory Web site Internet browser window;

- the user pre-selecting a supplier link to a supplier Web site for a supplier who offers the goods or services of the class of goods or services of the directory Web site and thereby displaying information in the rollover window about the pre-selected supplier; and

- the user activating the supplier link thereby launching a supplier internet browser window and displaying the supplier's Web site or supplier information in the supplier internet browser window and wherein the directory Web site remains

displayed in a separate window and wherein the supplier offers goods or services of the class of goods or services.

12. The method of claim 11, wherein the index page comprises a plurality of links to corresponding directory Web sites and wherein each directory Web site comprises a plurality of supplier links and further comprising the steps of:

selecting a subsequent user determined supplier link for a subsequent supplier of goods or services; and

activating the subsequent user determined supplier link to the corresponding user selected subsequent supplier Web site thereby launching a second supplier internet browser window and displaying the subsequent supplier Web site in the second supplier internet browser window.

14. The method of claim 12, wherein the directory Web site further comprises a descriptive title portion and a first paragraph of text comprising a description of the defined class of goods or services between the descriptive title portion and the supplier link and wherein the descriptive title portion is located in the header of the directory Web site and at least partially corresponds to the description of the class of goods or services.

15. The method of claim 14, wherein the directory Web site further comprises a link to the index page.

16. The method of claim 15, wherein the directory Web site further comprises a description of information regarding a supplier corresponding to the supplier.

17. The method of claim 16, wherein the description of information regarding a supplier corresponding to the supplier is located adjacent the corresponding supplier link.

18. The method of claim 17, wherein the directory Web site comprises at least one at least partially descriptive metatag.

19. A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet using an Internet browser by at least partially utilizing a conventional search engine employing a search algorithm, the supplier identification and locator system comprising:

- at least one directory Web site stored on a server accessible from the

- Internet, wherein the directory Web site comprises:

- a directory Web site address, wherein a portion of the directory Web site address defines a class of goods or services, and

- at least one supplier link to a corresponding supplier's Web site, wherein each supplier link accesses the corresponding supplier's Web site when activated and wherein the supplier offers the goods or services of the defined class of goods or services;

- a rollover window wherein the rollover window displays information about each

- supplier corresponding to the supplier identified by the supplier link when the user pre-selects the supplier link or a description of the supplier, wherein the information displayed in the rollover window includes a description of at least one of the supplier's goods or services of the defined class of goods or services;

- a descriptive title portion at least partially corresponding to the description of the defined class of goods or services described by the directory Web site address;

- a description of information regarding each supplier corresponding to each supplier link wherein each description of information is located proximate each supplier link corresponding to each description of information; and

- at least one at least partially descriptive metatag; and

wherein the Internet browser, the conventional search engine, and the directory Web site are configured to allow a user to: access the conventional search engine Web site using an initial Internet browser window; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; initiate the search for a supplier of the user determined good or service; view ranked result links as analyzed by the conventional search engine's algorithm and displayed by the



conventional search engine; activate a ranked result link corresponding to the directory Web site corresponding to the user inputted search strategy; pre-select the supplier link for a supplier of goods or services thereby causing the rollover window to display information corresponding to the pre-selected supplier link; and activate the supplier link for a supplier who offers the goods or services of the class of goods or services at least partially described by the directory Web site address thereby launching a subsequent Internet browser window and displaying the supplier Web site corresponding to the activated supplier link.

20. The supplier identification and locator system of claim 19, wherein the supplier link comprises a domain name link; the directory Web site address includes a domain name portion; the descriptive title portion is positioned at the top of the directory Web site; and wherein the directory Web site domain name portion defines the class of goods or services.

22. A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising:

- at least one directory Web site stored on a server accessible from the

- Internet, wherein each directory Web site comprises:

- a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services;

- a corresponding supplier link to each of at least one supplier Web site, wherein the supplier link accesses the corresponding supplier's Web site and the supplier offers the goods or services of the defined class of goods or services;

- a supplier descriptive portion located adjacent to the corresponding supplier link, wherein the supplier descriptive portion is at least partially descriptive of the defined class of goods or services;

- a descriptive title portion at least partially corresponding and describing the defined class of goods or services described by the directory Web site address; and

a rollover window, wherein the rollover window displays information about the supplier corresponding to the supplier identified by the supplier link that offers goods or services of the defined class of goods or services.

23. The supplier identification and locator system of claim 22, wherein the rollover window utilizes a script and wherein the information displayed includes a description of at least one of the supplier's goods or services of the defined class of goods or services.

24. A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising at least one directory Web site stored on the server accessible from the Internet, wherein the directory Web site comprises a directory Web site address, wherein a portion of the directory Web site defines a class of goods or services; a plurality of supplier links where activation of a supplier link accesses that supplier's Web site, wherein the supplier offers goods or services of the defined class of goods or services; a supplier descriptive portion located adjacent to the corresponding supplier link; a descriptive title portion positioned at the top of the directory Web site and at least partially corresponding to the defined class of goods or services; and a first rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links, and wherein the information displayed by the first rollover window includes a written description of at least one of the supplier's goods or services that relate to the defined class of goods or services.

25. The supplier identification and locator system of claim 24, wherein the directory Web site comprises a first set of supplier links having at least a first supplier link to a first supplier's Web site and a second supplier link to a second supplier's Web site and wherein the first rollover window displays information about the first supplier when the user pre-selects the first supplier link and the first rollover window displays information about the second supplier when the user pre-selects the second supplier link.

26. The supplier identification and locator system of claim 24, wherein the directory Web site comprises a first set of supplier links and a second set of supplier links.

27. The supplier identification and locator system of claim 25, wherein the directory Web site comprises the first set of supplier links and a second set of supplier links.

28. The supplier identification and locator system of claim 26, wherein at least a portion of the first rollover window is visible when at least a portion of the first set of supplier links is visible.

29. The supplier identification and locator system of claim 27, wherein at least a portion of the first rollover window is visible when at least a portion of the first set of supplier links is visible.

30. The supplier identification and locator system of claim 24, wherein the directory Web site further comprises a second rollover window.

31. The supplier identification and locator system of claim 24, comprising a plurality of directory Web sites.

32. The supplier identification and locator system of claim 31, wherein each directory Web site contains at least one link to at least one other directory Web site.

33. The supplier identification and locator system of claim 26, wherein the directory Web site comprises a second rollover window that is visible when the user views at least a portion of the second set of supplier links and wherein the second rollover window displays information regarding the suppliers corresponding to the supplier links contained in the second set of supplier links.

34. The supplier identification and locator system of claim 27, wherein the directory Web site comprises a second rollover window that is visible when the user views at least a portion of the second set of supplier links and wherein the second rollover window displays information regarding the suppliers corresponding to the supplier links contained in the second set of supplier links.

35. The supplier identification and locator system of claim 24, wherein the directory Web site further comprises at least one metatag at least partially descriptive of the defined class of goods or services.

36. A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising at least one directory Web site stored on a server accessible from the Internet, wherein the directory Web site comprises a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services; a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding a supplier corresponding to that supplier link who offers the goods or services of the defined class of goods or services; a supplier descriptive portion located adjacent to the corresponding supplier link; a descriptive title portion at least partially describing the defined class of goods or services; and a first rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links, and wherein the information displayed includes a written description of at least one of the supplier's goods or services of the defined class of goods or services.

37. The supplier identification and locator system of claim 36, wherein the first rollover window displays information about at least one of the suppliers corresponding to a supplier identified by a supplier link when the user pre-selects one of the supplier links.

38. The supplier identification and locator system of claim 36, wherein the directory Web site comprises a first set of supplier links and a second set of supplier links.

39. The supplier identification and locator system of claim 37, wherein the directory Web site comprises a first set of supplier links and a second set of supplier links.

40. The supplier identification and locator system of claim 38, wherein at least a portion of the first rollover window is visible when at least a portion of the first set of supplier links is visible.

41. The supplier identification and locator system of claim 39, wherein at least a portion of the first rollover window is visible when at least a portion of the first set of supplier links is visible.

42. The supplier identification and locator system of claim 36, wherein the directory Web site comprises a second rollover window.

43. The supplier identification and locator system of claim 36, comprising a plurality of directory Web sites.

44. The supplier identification and locator system of claim 43, wherein each directory Web site contains at least one link to at least one other directory Web site.

45. The supplier identification and locator system of claim 38, wherein the directory Web site comprises a second rollover window that is visible when the user views at least a portion of the second set of supplier links.

46. The supplier identification and locator system of claim 39, wherein the directory Web site comprises a second rollover window that is visible when the user views at least a portion of the second set of supplier links.

47. The supplier identification and locator system of claim 36, wherein the directory Web site further comprises at least one metatag at least partially descriptive of the defined class of goods or services.

48. The supplier identification and locator system of claim 47, wherein the directory Web site comprises a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by a supplier link when the user pre-selects one of the supplier links.

49. A supplier identification and locator system whereby a user can identify a supplier of goods or services comprising:

- a plurality of directory Web sites stored on a server accessible from

- the Internet wherein the directory web sites comprise:

- a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services;

- a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier corresponding to the supplier link who offers the goods or services of the defined class of goods or services;

- a plurality of supplier descriptive portions adjacent to the link that accesses the Web site having information regarding that supplier;

- a descriptive title portion describing the defined class of goods or services described by the directory web site address;

- a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links, wherein the information displayed includes a written description of at least one of a supplier's goods or services.

50. The supplier identification and locator system of claim 49, wherein the directory Web site further comprises a related directory Web site link and wherein the directory Web sites are

configured to allow a user to: access a conventional search engine; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; view ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and activate a ranked result link corresponding to the directory web site corresponding to the user inputted search strategy thereby allowing the user to access the directory Web site corresponding to the user inputted search strategy.

51. A method to identify a supplier of goods or services comprising:
- providing a plurality of directory Web sites wherein the directory Web sites comprise:
    - a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services;
    - a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier who offers the goods or services of the defined class of goods or services;
    - a supplier descriptive portion adjacent to the link that accesses the Web site having information regarding that supplier and wherein the supplier descriptive portion describes the supplier who offers goods or services of the defined class of goods or services;
    - a descriptive title portion at least partially corresponding to the defined class of goods or services; and
    - a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links, wherein the information displayed includes a written description of at least one of a supplier's goods or services;
  - accessing a conventional search engine;
  - inputting a search strategy into the conventional search engine to search for a supplier of a user determined class of goods or services;
  - viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and
  - activating a ranked result link corresponding to one of the plurality of directory web

sites having a directory Web site address wherein a portion of the Web site address describes the goods or services corresponding to the user inputted search strategy whereby the user accesses the directory web site corresponding to the user determined class of goods or services and receives a display of the directory Web site accessed by the user, wherein the directory Web site corresponding to the user determined class of goods or services contains at least one supplier link to a corresponding supplier's Web site, wherein section and activation of the supplier link by a user accesses and displays the supplier's Web site wherein the supplier offers the goods or services of the user determined class of goods or services.

52. The method of claim 51, wherein the directory Web sites further comprise a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links, wherein the information displayed includes a written description of at least one of a supplier's goods or services and further comprises the step of placing the cursor over or proximate to a supplier link on the directory Web site thereby causing the rollover window to display information corresponding to the supplier link having the cursor over or proximate it.

53. A method to identify a supplier of goods or services comprising:

providing a plurality of directory Web sites stored on a server accessible from the Internet, wherein the directory web sites comprise:

a directory web site address that is at least partially descriptive of a class of goods or services;

a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier who offers the goods or services of the class of goods or services at least partially described by the directory Web site address;

a supplier descriptive portion adjacent to the link that accesses the Web site having information regarding the supplier who offers goods or services of the class of goods or services at least partially described by the directory Web site address, wherein the information



comprises information chosen from the group consisting of: the supplier's address, the supplier's phone number, a written description about the supplier, and a written description of the supplier's product(s);

a descriptive title portion positioned at the top of the directory Web site and at least partially corresponding to the description of the class of goods or services described by the directory web site address; and

a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links, wherein the information displayed includes a written description of at least one of a supplier's goods or services of the class of goods or services at least partially described by the directory Web site address;

accessing a conventional search engine web site;

inputting a search strategy into the conventional search engine to search for a supplier of a user determined good or service;

viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and

activating a result link corresponding to the directory web site having a directory Web site address that at least partially describes the user determined good or service thereby allowing the user to access the directory web site corresponding to the user inputted search strategy for the user determined good or service.

54. The method of claim 53, wherein the directory Web sites further comprise a related directory Web site link to another one of the plurality of directory Web sites.

**IX. EVIDENCE APPENDIX (37 C.F.R. § 41.37(c)(1)(ix))**

Exhibit 1 from the response filed on June 27, 2007.

Look up a computer term

Go

☐ search definitions as well

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# A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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## URL (Uniform Resource Locator)

printable version

Stands for "Uniform Resource Locator." A URL is the address of a specific Web site or file on the Internet. It cannot have spaces or certain other characters and uses forward slashes to denote different directories. Some examples of URLs are <http://www.cnet.com/>, <http://web.mit.edu/>, and <ftp://info.apple.com/>. As you can see, not all URLs begin with "http". The first part of a URL indicates what kind of resource it is addressing. Here is a list of the different resource prefixes:

- [http](#) - a hypertext directory or document (such as a [Web page](#))
- [ftp](#) - a directory of files or an actual file available to download
- [gopher](#) - a gopher document or menu
- [telnet](#) - a Unix-based computer system that you can log into
- [news](#) - a [newsgroup](#)
- [WAIS](#) - a database or document on a Wide Area Information Search database
- [file](#) - a file located on your hard drive or some other local drive

The second part of a URL (after the "://") contains the address of the computer being located as well as the path to the file. For example, in "<http://www.cnet.com/Content/Reports/index.html>," "[www.cnet.com](http://www.cnet.com/)" is the address or domain name of the host computer and ["/Content/Reports/index.html"](#) is the path to the file. When a address ends with a slash and not something like ".html" or ".php," the Web server typically defaults to a file in the current directory named "index.html," "index.htm," or "index.php." So, if you type in "<http://www.apple.com/>" and "<http://www.apple.com/index.html>," you should get the same page. Go ahead and try it if you have nothing better to do.

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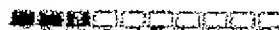
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**X. RELATED PROCEEDINGS APPENDIX (37 C.F.R. §41.37(c)(1)(x))**

There are no related appeals or interferences pending during this application.